

To the FCC personnel,

I believe that radio today needs a more local presence. My feeling towards localism is that we allow more people access to the airwaves. Considering this to be difficult in today's age of consolidation, there may still be hope.

Recently, your office has received a proposal for an LPAM service. As far as localism is concerned, LPAM is what I feel the public will benefit from most. This service has potential enough to fill a void that current broadcast outlets may not be able to provide.

The possibilities of LPAM are very great. One possibility being that it could become a training ground for those who would like to further their career in broadcasting (much like what "Class D" FM stations had provided).

As far as news coverage, this is where LPAM will work very well. Being of a local entity, the public can tune in to hear true news reports happening right in their area. This is something I feel current broadcast outlets won't be able to offer. Their coverage areas are usually too large to devote enough time to smaller towns. Considering that LPAM stations will cover immediate areas, I feel their news coverage to fill the void and accomplish what you are looking for in localism today.

My main concern about the LPAM proposal is that stations be allowed to broadcast commercially on an optional basis. There are many local businesses that just cannot afford to advertise on current radio stations due to the high prices per ad sold. I would like to see LPAM stations allowed the chance to sell ad spots. It will not only help pay for the station's expenses, but ultimately give smaller businesses the chance to thrive by attracting more customers.

In closing, my feelings for LPAM are very strong. I believe it will benefit the public in many ways and bring localism back to the broadcast spectrum.

Thank you for giving me the opportunity to comment.

Sincerely,  
Mitch McKeever